



TCTM Group InvestorRoom

Tarena International, Inc. Launches TMOOC.CN to Offer Online Education Products

BEIJING, March 17, 2015 /PRNewswire/ -- Tarena International, Inc. (NASDAQ: TEDU) ("Tarena" or the "Company"), a leading provider of professional education services in China, today announced the launch of TMOOC.CN, Tarena's own online learning platform that will leverage Tarena's thirteen years of experience and expertise in providing high quality professional education services to cover a broader customer base.

TMOOC.CN will begin by offering two types of online learning products: continuing education courses and job placement training courses. Continuing education courses, composed of a library of video clips that focus on on-the-job practical skills, target working professionals and others with continuing education needs. These courses will allow them to sharpen skills at their own pace based on personal career objectives. Job placement training courses are full length programs that target job seekers. These recruitment-oriented courses are carefully chosen from existing courses at Tarena learning centers and redesigned to be more suitable for online learning environment. Students who finish all modules in a placement training course and pass the relevant Tarena certification examination will receive the same job placement services offered by Tarena as enjoyed by other students at learning centers.

"TMOOC.CN sets an important milestone for Tarena as the platform will extend Tarena's footprint beyond entry-level training to lifelong professional education services that will accompany professionals throughout their career. Continuing education courses will equip working professionals with advanced practical knowledge of real application values to help them advance in their careers," said Shaoyun Han, founder, CEO and chairman of Tarena. "The job placement training courses will be a hybrid model pursuant to which approximately 80% of the study will be completed online and 20% will be spent at existing learning centers in order to better address questions that students may encounter. This hybrid model will greatly enhance students' learning experience and also improve learning centers' utilization. Moreover, we believe that only with Tarena's broad national network of 118 centers in 37 cities, can this hybrid model be efficiently operated. We expect that through TMOOC.CN, our students will not only master the foundational skills necessary to launch their careers, but also continue learning at our platform to strengthen their competitiveness throughout their careers."

Safe Harbor Statement

This press release contains forward-looking statements made under the "safe harbor" provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Tarena may also make written or oral forward-looking statements in its reports filed with or furnished to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Any statements that are not historical facts, including but not limited to statements about Tarena's beliefs and expectations, are forward-looking statements. Many factors, risks and uncertainties could cause actual results to differ materially from those in the forward-looking statements. Such factors and risks include, but not limited to the following: Tarena's goals and strategies; its future business development, financial condition and results of operations; its ability to continue to attract students to enroll in its courses; its ability to continue to recruit, train and retain qualified instructors and teaching assistants; its ability to continually tailor its curriculum to market demand and enhance its courses to adequately and promptly respond to developments in the professional job market; its ability to maintain or enhance its brand recognition, its ability to maintain high job placement rate for its students, and its ability to maintain cooperative relationships with financing service providers for student loans. Further information regarding these and other risks, uncertainties or factors is included in Tarena's filings with the U.S. Securities and Exchange Commission. All information provided in this press release is current as of the date of the press release, and Tarena does not undertake any obligation to update such information, except as required under applicable law.

About Tarena International, Inc.

Tarena International, Inc. (NASDAQ: TEDU) is a leading provider of professional education services in China. The Company is the largest provider of IT professional education services in China with a market share of 8.3% as measured by revenues in

2013 according to IDC, a third-party research firm. Through its innovative education platform combining live distance instruction, classroom-based tutoring and online learning modules, Tarena offers courses in nine IT subjects and three non-IT subjects. Its courses provide students with practical education to prepare them for jobs in industries with significant growth potential and strong hiring demand. Since its inception in 2002, Tarena has trained over 188,000 students, cooperated with more than 500 universities and colleges and placed students with approximately 50,000 corporate employers in a variety of industries. For further information, please visit [http:// ir.tarena.com.cn](http://ir.tarena.com.cn).

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